

## **Inukshuk Capital Management (Registered Portfolio Manager)**

- **Loyalty** – We work for **YOU** — not the bank. As a result, we do what’s best for your bottom line, not the bank’s.
- **The Fiduciary Advantage** – Registered Portfolio Managers have a strict fiduciary duty to serve their client’s interests before their own. A fiduciary duty is the highest responsibility and standard of care in the industry. This is a duty that we take very seriously. It means that you can be confident that we will be acting to further *your* goals in all we do.
- **Objective and Straight Forward** – The only compensation we receive is from our clients, so we are never influenced by third-party fees and/or commissions from products that may not be in your best interest.
- **Highest Competence** – We are Ontario registered Portfolio Managers. The designation of Portfolio Manager denotes an individual who has extensive industry experience and has pursued and met rigorous educational standards, including the Chartered Financial Analyst credential—the industry “Gold Standard”.
- **Transparency & Knowledge** – Guided by an individually prepared Investment Policy Statement, our clients always know what they are invested in, what they pay and why they pay it.
- **Low costs** – Keeping costs low is essential for the long-term success of any investment program. Working with our clients in a fiduciary capacity ensures that we are always striving to minimize costs for you.
- **Tailored Management** – Our investment strategies define a portfolio that is right for *you*, based on rigorous research, extensive knowledge and decades of experience.
- **Security of Assets** – Our clients’ assets are insured by the Canadian Investor Protection Fund (CIPF) and are held at the custodial arm of the National Bank of Canada.

## **Typical Banks, Brokers And Managers (Investment / Wealth Advisors)**

- To secure their employment, advisors will naturally serve the desires of their employer (the banks) before their clients (you).
- Most financial professionals in Canada are licensed as salespeople with no fiduciary duty to clients. In fact, according to the Small Investor Protection Association, there are 121,000 people registered as financial professionals in Canada and only about 4,000 of these registered financial professionals have a fiduciary duty to their clients.
- Advisors are usually under great pressure by their managers to increase their fees by attempting to cross-sell additional bank products, even though they may not be in the best interest of the client.
- To be licensed as an investment advisor in Canada one must pass the ubiquitous Canadian Securities Course. However, an advisor’s status within their firms is primarily based on the amount of fees and commissions charged to their clients, rather than on their industry accreditation, quality of service, or performance received by the client.
- They tend to share as little information as possible about how they are paid ie: hidden fees, upfront fees, redemption fees, trailers fees, referral fees from selling insurance and other banking products etc. Hence the need for CRM2.
- As commissioned-based employees, advisors are focused on maximizing the fees they receive from their clients. As a result, they will tend to recommend investment products that pay them the most.
- Advisors will often push ‘buy and hold’ because it is easy to manage. They will often ignore individual clients’ unique needs due to the sheer number of clients they must manage.
- Assets held at Canadian banks are insured by the Canadian Investor Protection Fund (CIPF).